

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 EA-09 ISO-00 EB-08 USIA-15 /045 W
-----220916 127143 /12

P 220858Z FEB 77

FM AMEMBASSY PARIS

TO SECSTATE WASHDC PRIORITY 9925

INFO AMCONSUL AMSTERDAM PRIORITY

AMEMBASSY LONDON PRIORITY

AMEMBASSY STOCKHOLM PRIORITY

AMCONSUL SYDNEY PRIORITY

AMEMBASSY TAIPEI PRIORITY

AMEMBASSY TOKYO PRIORITY

AMEMBASSY VIENNA PRIORITY

AMCONSUL ZURICH PRIORITY

UNCLAS SECTION 01 OF 02 PARIS 05172

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT: UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE

REF: A) STATE 027394; B) PARIS 04349 (NOTAL);
C) LONDON 2495; D) TOKYO 2060

1. EMBASSY BELIEVES SHOWCASE HAS GOOD CHANCE OF
SUCCESS IN FRANCE AND WE SHALL MAKE EVERY EFFORT TO
GIVE CONCEPT FULL-SCALE TRIAL HERE. HOWEVER, TO DO SO
WE BELIEVE FOLLOWING CONDITIONS MUST BE MET:

A. "NEW" ITEMS. MARKET FOR NEW HOUSEWARE PRODUCTS
IS GOOD IN FRANCE. WE NOTE FROM REFTEL A THAT PRODUCTS
SELECTED FOR PRESENTATION WILL BE NEW, BUT WISH TO
UNDERSCORE THAT IT IS IMPERATIVE THAT THIS CRITERION BE
ADHERED TO.

B. TRANSLATION AND DUBBING. FRENCH AUDIENCE WOULD BE
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ALMOST UNIVERSALLY TURNED OFF IF PRESENTATIONS WERE
SOLELY IN ENGLISH. THEREFORE, TRANSLATION AND
"DUBBING" IS ALSO IMPERATIVE. (IN PARA 2 BELOW WE
DISCUSS MECHANICS OF FULFILLING THIS CONDITION.)

C. TIMING. IN REFTEL B, EMBASSY INDICATED SOME OF
THE REASONS WHY WE PREFERRED OCTOBER SCHEDULING TO

SEPTEMBER. IN ADDITION, TRANSLATION/DUBBING CONSTRAINTS, PROMOTION LEAD TIME, AND LINKAGES WITH OTHER SHOWS IN PARIS AREA ARE FACTORS TO BE CONSIDERED. THEREFORE, WE PROPOSE OCTOBER 19-21 FOR SHOWCASE PRESENTATION. TWO MAJOR FRENCH SHOWS - EQUIPHOTEL AND PRET A PORTER FEMININ - TAKE PLACE AT THIS TIME AND WILL PROVIDE READY POOL OF TARGET BUYERS UPON WHICH TO DRAW, PARTICULARLY THOSE FROM OUTSIDE PARIS AREA.

2. TRANSLATION/DUBBING. RECOGNIZING THAT THE COST OF FULL TRANSLATION AND VOICE-OVER DUBBING WOULD BE PROHIBITIVE, WE SUGGEST FOLLOWING APPROACH:

A. WASHINGTON TO PROVIDE US WITH APPROXIMATELY ONE MINUTE SYNOPSIS IN ENGLISH OF EACH PRESENTATION.

B. EMBASSY TO TRANSLATE THIS "SCRIPT" INTO FRENCH AND RECORD ON AUDIO TAPE.

C. RECORDING WILL BE PLAYED IN SYNCH WITH VIDEO PRESENTATIONS. VISITORS WHO DO NOT UNDERSTAND ENGLISH WILL BE PROVIDED WITH PORTABLE DEVICES FOR LISTENING TO RECORDING WHILE VIEWING VIDEO TAPE.

D. BUDGET REQUIREMENTS: APPROXIMATELY \$2,500.

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ACTION COME-00

INFO OCT-01 EUR-12 EA-09 ISO-00 EB-08 USIA-15 /045 W
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FM AMEMBASSY PARIS

TO SECSTATE WASHDC PRIORITY 9926

INFO AMCONSUL AMSTERDAM PRIORITY

AMEMBASSY LONDON PRIORITY

AMEMBASSY STOCKHOLM PRIORITY

AMCONSUL SYDNEY PRIORITY

AMEMBASSY TAIPEI PRIORITY

AMEMBASSY TOKYO PRIORITY

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FRENCH AUDIO TAPE WOULD BE SUBSEQUENTLY AVAILABLE FOR POSSIBLE SHOWCASE PRESENTATIONS AT CONSULATES OR IN OTHER FRANCOPHONE COUNTRIES, THUS SPREADING COSTS. ENGLISH SYNOPSIS FROM WASHINGTON WOULD ALSO SERVE AS BASIS FOR TRANSLATIONS INTO OTHER LANGUAGES.

3. PROMOTION. AS INDICATED IN REFTEL B, IT IS IMPORTANT THAT THERE BE A PRE-VACATION MAILING (MID-JUNE). THEREFORE, WE SHOULD RECEIVE PROMOTIONAL PIECE (DESCRIBED IN ITEM 2, PAGE 2, REFTEL A) BY MID-MAY FOR TRANSLATION AND PRINTING PRIOR TO MAILING. WE WILL ALSO NEED TO KNOW NAME OF PARTICIPANTS AND THEIR PRODUCTS BY MID-MAY IF EVENT IS HELD IN SEPTEMBER AND MID-JUNE IF IN OCTOBER. WHILE FUNDS ALLOCATED FOR PROMOTIONAL ACTIVITIES ARE TIGHT, UNCLASSIFIED

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WE BELIEVE WE CAN WORK WITHIN FIGURES INDICATED FOR MINIMALLY EFFECTIVE PROMOTION. HOWEVER, FOR PURPOSES OF FOLLOW-UP EVALUATION, EMBASSY BELIEVES PROMOTIONAL ACTIVITIES SHOULD BE APPROXIMATELY SAME FOR ALL PARTICIPATING POSTS. OTHERWISE, EFFECTIVENESS OF CONCEPT IN INDIVIDUAL MARKETS WOULD BE SKEWED BY VARIATIONS IN PROMOTIONAL INPUT MAKING CROSS-EVALUATION DIFFICULT IF NOT MEANINGLESS.

4. BUDGET. WHILE AS INDICATED ABOVE, BUDGET FOR PROMOTIONAL ACTIVITIES (\$3000.) IS ACCEPTABLE, TRANSLATION/DUBBING COSTS (\$2,500) SUGGEST A FUNDING REQUIREMENT OF APPROXIMATELY \$5,500. RUSH

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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SAS ID: 3264926
Secure: OPEN
Status: NATIVE
Subject: UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE
TAGS: BEXP, FR
To: STATE
Type: TE
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